

1 bicyclists on all matters concerning bicycles and a safer
2 environment for bicycling in North Carolina. And it is that
3 safer environment that I wish to speak to.

4 Here is a case study of localism gone amuck. On
5 September 22 and 23, Clear Channel Communications Raleigh
6 affiliate, G-105, during morning drive time, aired an
7 extended discussion about how much fun it was for the
8 motoring public to run cyclists off the highways.

9 From the E-mails and the listener comments I've
10 received, I understand the G-105 announcers provoked and
11 baited their call-in public to explore ways motorists could
12 arrest cyclists. Several ways suggested was shooting pellet
13 guns, and throwing empty bottles at passing vehicles.
14 One of the announcers opined that he would enjoy driving his
15 bicycle on a pathway.

16 North Carolina law specifically classifies
17 bicycles as vehicles and regulates their lawful use. So the
18 announcer was dead wrong on that. As a matter of common
19 courtesy and safety, he was beyond wrong. He was
20 provocative and callous.

21 And I got an E-mail from a Chapel Hill cyclist
22 about how a pickup several days after that had intentionally
23 crossed the center line and run him off.

24 Here is an example of where the FCC, if it chooses
25 to expand consolidation, must seek additional regulation for

1 the safety of the public.

2 I have an extended statement that I will give the
3 Secretary, but we hope very much that you will take this
4 into consideration in your rulemaking.

5 CHAIRMAN POWELL: Thank you. Just for the record,
6 we did receive complaints about that at the very end of
7 September and our enforcement bureau will be looking into
8 that matter, so thank you for bringing it to our attention.

9 MS. O'DANIEL: My name is MaryLee O'Daniel. I'm
10 here to voice my frustration as a member of a minority that
11 is largely disserved by the television industry. That
12 minority is the blind. I know that we have had the
13 wonderful service of closed-captioning for many years and
14 it's wonderful.

15 There has also been available audio description,
16 but I only know of two places where I can access programming
17 with audio description. One of those is on public . .
18 television, the television system that can least afford to
19 do so, and the other one is one movie a week on a cable
20 movie station.

21 I'm well aware that there has been a lobby in
22 recent times to require television networks to provide
23 approximately four hours a week of audio described
24 programming for the blind, but we need to have some common
25 sense about that.

1 It would be lots of fun to have my favorite
2 programs, The District and Whoopi audioscribed, but it would
3 take away a lot of the fun of listening to Whoopi if I hear
4 that beep, beep, beep and knew that the severe weather
5 warnings were being scrolled across the screen and I would
6 have no idea what they were.

7 I appreciate talking with you, and I also would
8 like to say that a lot of our stations have done a good job
9 of giving public service announcements and repeating the
10 telephone numbers, but when they tell me on the radio or the
11 television to call 1-800-POWER-ONE when my power is out,
12 which number is the letter P? Is it six or seven? And
13 which number is the letter W? Is it nine or zero?

14 We do need audio description for the important
15 public service announcements and the severe weather
16 warnings. Thank you very much.

17 CHAIRMAN POWELL: Thank you. I would add too
18 that's something we would urge Congress to help us with.
19 The Commission did once have audio description, but was also
20 struck down in the court. So we're looking to Congress to
21 hopefully put that back.

22 Yes, sir.

23 MR. JOHNSON: Mr. Chairman, I also would like to
24 welcome you to Charlotte. I appreciate personally the
25 efforts that the Commission has made to come here to listen

1 to the public about certain statements.

2 My name is Harry Johnson. I am also a bicyclist
3 and I'm going to be a little more succinct than Mr. Rash. I
4 agree with him completely.

5 I'm incredulous, absolutely incredulous, that
6 these two clowns on the morning drive time are still
7 employed by the station. It's unbelievable to me.
8 Promoting bodily harm to the general public live, on the
9 air, is beyond reason.

10 Contrary to what Clear Channel's website said, and
11 you can go on it very clearly and it says what kind of
12 community support they're involving themselves with, it is a
13 concern that Clear Channel appears to be promoting a pattern
14 of community abuse for the sake of rating points.

15 Bigger is not better. Bigger insulates
16 management, station management. Bigger insulates profits.
17 Bigger insulates ownerships from responsiveness and
18 responsibilities to the community to which it purportedly
19 serves. Thank you.

20 MR. NEWMAN: Hello. My name is Gray Newman and I
21 was elected this past November to that most local of
22 offices, to the Mecklenburg Soil and Water Conservation
23 Board. We're all the way at the bottom of the ballot, so
24 just keep on going.

25 I want to address my comments to Mr. Keelor. I

1 think it's wonderful that you all do offer free advertising
2 or free announcements, free airtime for candidates and local
3 candidates. If that was available here in Charlotte, nobody
4 bothered telling us about it.

5 My entire budget for my campaign was \$700, and I
6 was the big spender. I got over 36,000 votes. That's less
7 than two cents a vote. And if something like free web space
8 or free airtime had been available, I think that would have
9 been wonderful.

10 And I would urge the radio stations and the TV
11 stations in our market to talk to Mr. Keelor and get some of
12 his ideas on this. Thank you.

13 MR. SMITH: Mr. Chairman, I'm here on behalf of
14 two fantastic radio stations in the State of South Carolina.
15 My name is William E. Smith. I am the executive director
16 of the Shrine Bowl of the Carolinas. Our job is to raise
17 money for our Shriner's hospitals for children.

18 These two gentlemen and these two radio stations
19 and their personnel have been absolutely magnificent, and
20 this is why I'm here because they do something for the
21 community. Not just for Rock Hill and Fort Mill, South
22 Carolina, but for the two Carolinas.

23 Through their efforts they have worked and
24 generated a radio network for the Shrine Bowl of the
25 Carolinas which raises money for the burn and crippled

1 children's hospital to exceed 60 stations in the two
2 Carolinas; four and a half hours of broadcast time. So I
3 have nothing but wonderful praise for these men and their
4 efforts. Thank you, sir.

5 MR. McCONNELL: Good evening. My name is David
6 McConnell. I drove down here from Asheville, North
7 Carolina. I'm an independent media developer, but I've been
8 working for the past couple of years with the Asheville Area
9 Chamber of Commerce and regional economic developers in
10 western North Carolina.

11 We've been losing manufacturing jobs at a break
12 neck speed. We've done a lot of research to determine that
13 the media can be a pretty major economic driver for our
14 area. Unfortunately what we've discovered is that's there's
15 an extreme lack of media infrastructure. We don't have
16 public access stations. We're finally getting some low
17 power FM licenses.

18 We've been doing lots of interviews with our best
19 and brightest graduates from the area. They're all leaving
20 for larger markets. A lot of this is due to the fact that
21 the majority of our stations, both television and radio,
22 have been brought up by Sinclair, by Clear Channel, by
23 others.

24 They're becoming increasingly automated; they're
25 doing less and less local coverage, and it's a serious

1 concern in our area because we don't have a lot of resources
2 and we're trying to find something to really help the
3 region.

4 So, what do we do? We've talked to people
5 endlessly in lots and lots of sessions, and we've come to a
6 few conclusions, like, how do we increase localism? We have
7 to increase community involvement in the media. We've got
8 to increase real community news coverage, not just the
9 leading and bleeding stuff. We've got to increase resources
10 for aspiring media developers. We have to provide real-
11 world experience for these people.

12 How do we foster local commercial development,
13 which I think is one of the functions of the FCC. We have
14 to create a local media infrastructure and ensure local
15 representation, ensure local control, and guarantee
16 opportunities for local ownership for media entrepreneurs.

17 So specifically what I would like to see the FCC
18 do, there have been a few steps lately that have been really
19 good, I would like to see further expansion of the low-power
20 FM programs so that we could get more than just a hundred
21 watts. We're starting one up now; maybe we get five miles.
22 We're trying to go regional; we're in a small rural
23 community.

24 We really need to see more licenses, we need to
25 see more power. We need to increase the number of LPFM

1 licenses. We need to increase cable franchise requirements
2 so that we can start to really implement some pretty serious
3 community media infrastructures both on-line and television
4 who need to reinforce localism. And we need to not weaken
5 the current ownership rules. Thanks.

6 CHAIRMAN POWELL: Thank you.

7 MS. COLE: Good evening. My name is Marja Cole.
8 I'm the executive director of the American Red Cross in
9 North and South Carolina. In Winston-Salem, the coverage we
10 get from our local broadcasting stations is, as my daughter
11 would say, awesome.

12 We have two TV stations, we have WTV, WTV-20 and
13 WXII, Channel 12. We have six radio stations that we work
14 with, WSJS, Kiss-94, WBFJ, Joy-FM, the Light, 1340, and
15 WTQR. All these radio and TV stations represent all
16 different audiences, all kinds of music, all kinds of
17 formats and so forth; they all help us do so many amazing
18 things in our community.

19 They respond to eleven special event blood drives
20 and one CPR day that we do every year that enables people to
21 come and learn CPR and first aid at no cost. They also, of
22 course, provide coverage for all the disasters, both
23 nationally and locally that we cover.

24 And soon WXII is going to sponsor a telethon for
25 us to help us raise money for nine chapters in the State of

1 North Carolina, not just ours. And during Hurricane Floyd
2 Channel 12, WXII, helped us raise almost two million dollars
3 for relief for this effort.

4 They also sponsor our Twelve Days of Christmas
5 program and many others drives. Together these broadcasters
6 have collected last year alone 2,079 units of blood which
7 ended up helping more than 6200 people in our community.

8 We've had a partnership with our broadcasting
9 group in Winston-Salem for more than thirty years. Without
10 them we could not do our business. I feel like I'm
11 representing all the other organizations in Winston-Salem
12 because they do this for everybody, and across the state all
13 the broadcasters help the Red Crosses do their work.
14 Without them there would not be the work that we do, and I
15 thank them all.

16 CHAIRMAN POWELL: Yes, sir.

17 MR. BROWN: I'm Sam Brown from Charlotte. I
18 represent the Common Cause of North Carolina. We've got
19 about 2500 members living in North Carolina.

20 Common Cause believes that the dissemination of
21 information, free and fair, is a necessity for democracy to
22 work. So owning media is not just a business, it's a public
23 responsibility, indeed it is a trust. Profit must not be
24 the dictating force for policy in the media.

25 One of the serious mistakes the Federal Government

1 made was during the last couple years giving away TV
2 frequencies that were done under the radar because the media
3 did not inform the public the way it should have. That's an
4 example of what the media can do against the public good.

5 Just as strict government control turns out
6 propaganda and silences dissenting voices, monopoly
7 ownership would have its ill effects in the media.

8 The increased size that was recently granted by
9 the FCC moves the media toward monopolistic ownership and
10 fewer and fewer CEOs making decisions about who gets heard
11 on local stations and who gets silenced, and what issues are
12 ignored or covered.

13 Common Cause is in favor of democracy. We're in
14 favor of things being done that promote the people's
15 interest, and with regard to the FCC as an agency of the
16 people, not a manager for big business to take over greater
17 and greater segments of the media market. We just wanted to
18 express that concern.

19 Incidentally, it has occurred to me that this has
20 the appearance of a PR effort to recover self-respect for
21 the FCC after having ignored the public outcry against the
22 increasing percentage of the media market that can be owned
23 by fewer and fewer owners. Thank you very much.

24 CHAIRMAN POWELL: I'll only say we'll work to
25 prove you otherwise.

1 MS. WALKER: Good evening. I'm Kathy Walker and I
2 have an advertising agency in Greensboro, North Carolina.
3 And I have a great pleasure to say that a lot of my issues
4 have already been covered, but I want to get really get out
5 there and say maybe we should consider a ban on paid
6 political advertising and talk about free, but limited and
7 equal airtime for political candidates and their campaigns.

8 (Applause.)

9 That is desperately needed to serve the American
10 people's interest, and I'd like to quote Walter Cronkite
11 while I'm here.

12 There is no more important challenge facing our
13 democracy than to free our political system from the choke
14 hold of money and special interest. Candidates should not
15 have to put themselves on the auction block to raise the
16 resources needed to communicate in the modern era. Our
17 politics should be driven by ideas, and not money.

18 Broadcasters have become the leading cause of the
19 high cost of modern politics. Broadcasters have been given
20 billions of dollars worth of exclusive licenses, free of
21 charge, to use our scarce public airwaves, but only on the
22 condition that they serve the public interest. The best way
23 for this great medium to discharge its responsibility under
24 the law is by providing free airtime before elections so
25 that without having to raise money with special interests

1 candidates can deliver and citizens receive the information
2 needed for our democracy to flourish.

3 I've worked with the media for thirty years and
4 have owned my own business for twenty of those, and I think
5 today we're at a critical point to stop the progression of
6 media monopoly. A few years ago the rules were relaxed and
7 I've seen many negative changes as a result.

8 We must recognize the power of the media and take
9 a stand to ensure that the news, information and
10 entertainment that we receive isn't controlled by a select
11 few. That's it.

12 MS. DEAN: My name is Blanche Dean and I'm from
13 Durham, North Carolina. I'm here representing my fifty-plus
14 cycling and volunteer team and many other cyclists
15 participating in charity rides throughout North Carolina and
16 the Triangle area. The community of cyclists, and not just
17 the ones I'm representing here tonight and their supporters,
18 object to Clear Channel's continued ploy on inciting the
19 public to violence against cyclists.

20 The media mogul, Clear Channel, has run similar
21 campaigns in Cleveland and Houston. Their recent broadcast
22 on WDCG, also known as G-105 in the Raleigh area, was not
23 the first time, but we're hoping it will be their last.

24 As you heard, on the mornings of September 22nd
25 and 23rd, Clear Channel's employees, Bob and Madison, were

1 using the airwaves to instruct the motoring public to commit
2 a Class E felony by violating North Carolina General Statute
3 14-32, assault with a deadly weapon inflicting serious
4 injury.

5 They were encouraging intentional assaults and
6 harm to cyclists saying cyclists had no right to be on the
7 road, they should be run off the road, and even have things
8 thrown at them. One personality indicated that he carries
9 empty Yoo-hoo bottles in his own car for just that purpose.

10 While I believe that these actions should not be
11 protected under free speech because they meet two criteria;
12 first, inciting the public to violence, and second, the
13 likelihood of success, which has been demonstrated by the
14 increased aggression for cyclists since these abhorrent
15 broadcasts.

16 I'm sure Clear Channel's personalities have been
17 strictly coached on which words not to use that make them
18 fall outside the realm of protection. My own husband and a
19 teammate were forced off the road by a motorist who screamed
20 at them to get on the sidewalk where they belong.

21 Clear Channel is guilty of reprehensible corporate
22 conduct at its very best. The actions of Clear Channel and
23 their on-air personalities should not be tolerated or
24 permitted. Clear Channel needs to be reprimanded and made
25 to cease this type of broadcast or else have their license

1 lifted.

2 Broadcast radio stations are charged with
3 operating for the public good and as a public service. Many
4 cyclists perform a public service by riding in charity rides
5 and raising funds for research to find cures for things like
6 Multiple Sclerosis, diabetes and AIDS.

7 Recently 900 cyclists participated in the MS-150
8 bike tour in New Bern, North Carolina and raised more than
9 \$640,000; another 900 for the M.S. Tour to Tanglewood, and
10 raised more than half a million.

11 These are the people that are being targeted by
12 Clear Channel's personalities and employees. This is a
13 definite public disservice. Shame on them. They should not
14 be allowed to continue. If the FCC can't control this type
15 of activity, perhaps the community must band together and
16 solicit the aid of local law enforcement officials like our
17 Attorney General's Office.

18 AUDIENCE PARTICIPANT: Mr. Chairman and members of
19 the Commission, thank you for coming here and thank you for
20 allowing us to speak. I've heard the stories and I know I'm
21 not going to listen to Clear Channel entertainment anymore,
22 but I want to talk about a different kind of story, and it
23 comes from a chain of network radio stations.

24 In my opinion a licensee shouldn't just perform
25 the minimal public service due under the license. Any

1 licensee should be a public asset and should be easily
2 recognizable by the public as an asset. This network that
3 I'm speaking of, Our Three Sons Broadcasting in Rock Hill,
4 is just that.

5 It's locally owned by people who have lived in
6 that community for twenty years, they have chaired
7 charities, they have -- they're the lay people in the
8 church, they have been the heads of associations.

9 As a former elected official, I can guarantee you
10 it was as accessible or more accessible than any other kind
11 of medium there regardless of who the candidate was and
12 regardless of the cause or what the cause was. And being on
13 the board of some nonprofits, I can speak to the fact that
14 there's no greater ally in getting your word out than what
15 this network is.

16 Rather than chase ratings and rather than do the
17 bare minimum you have to do, what a licensee should do is
18 they ought to pursue the excellence of their community, they
19 ought to care about whether that community is a better place
20 to live, and mainly because it's the place where they live
21 and where they raise their children.

22 Again, I commend them for the job they do and
23 thank you for coming.

24 MR. PRICE: My name is Bill Price. I'm with
25 Country Cable out of Grand, North Carolina, and I'm a

1 satellite TV retailer. I sell Direct TV and Dish network
2 satellite TV systems.

3 And in our market out of Greensboro there's a lot
4 of customers in the fringe areas that do not receive a clear
5 signal off of a local antenna. Therefore they get their
6 signals from the satellite providers.

7 And that license is coming up for renewal in 2004,
8 and we'd like to recommend that you ask Congress to extend
9 that and keep it on permanently so that our customers won't
10 lose their distant network programming, their regular
11 network programming. Thank you.

12 CHAIRMAN POWELL: Thank you.

13 MR. ECHOLS: Mr. Chairman, I'm Doug Echols, the
14 Mayor of Rock Hill, South Carolina. I want to thank you for
15 this opportunity to participate in this hearing tonight.

16 Life in America is really found on our main
17 streets, and where all citizens are engaged in learning and
18 living, where various entities interface to make communities
19 better; it is a process to be enhanced.

20 I'm speaking tonight in support of South Carolina
21 broadcasters, and most particularly in our -- for our two
22 local radio stations, WRHI-AM and WRHM-FM in Rock Hill.
23 It's been previously mentioned, the principles in these two
24 stations live in our community and are very much an integral
25 part of our community and have used their talents to support

1 a lot of community activities.

2 Over the past twenty years the station has offered
3 a thirty-minute public affairs show called Straight Talk
4 from a local restaurant which showcases issues of importance
5 to our city, our county and our community. I've personally
6 appeared on that show and appreciate the forum it has given
7 me to discuss community issues that are important to all of
8 our citizens.

9 In addition they cover city council, county
10 council, delegation meetings and so forth, and many other
11 political events.

12 Rock Hill and York County have numerous community
13 events, festivals, the Jubilee Harvest of the Arts,
14 Summerfest and so on, as many communities do. These radio
15 stations have always been involved in the promotion and
16 development of live broadcast from these events.

17 Also at emergency times these stations step up to
18 provide dependable information as an asset to the community
19 so that our citizens are better informed.

20 The City of Rock Hill, York County and the
21 surrounding area is a better place for having these two
22 stations at work on behalf of our citizens and our
23 community. And I submit to you that that is the case
24 throughout North and South Carolina.

25 I encourage the FCC through all its regulations to

1 facilitate a system of diverse media options which help to
2 make people better informed and Main Street a stronger
3 place. Thank you.

4 MR. JONES: Hello; my name is Russ Jones. I'm the
5 general manager of Carolina Metro Radio Corporation out of
6 Blacksburg, Virginia owned by the Baker family, actually who
7 has a number of stations, but the ones I'm responsible for
8 are regionally here in North and South Carolina.

9 And actually the question I am posing is on behalf
10 of the Hispanic community. We've got a strong outreach to
11 the Hispanic community. Since 1997 we've been developing
12 the stations throughout the Carolinas. Presently I've got
13 five full-time Spanish stations and we're very local. We're
14 all done on a local level.

15 I'm sure that everybody in Charlotte will be
16 familiar not with myself, but with Armory Pulsai (phonetic)
17 who is here. She's in contact with all the local government
18 officials all the time reaching out to the community.

19 But the question that we're constantly asked and
20 she's constantly asked and I'm constantly asked is why are
21 these stations an FCC concern, but why do stations go off
22 the air? I know that's the way they're licensed as daytime
23 stations or low power at night, but it's very hard to reach
24 the community.

25 For example, we're the only station in Charlotte

1 and we've got 10,000 watts of power. Especially when
2 there's an emergency situation, severe weather and other
3 national or local news stories that pertain to the Spanish
4 community. At 5:15 on November 1st our station will be off
5 the air and our Spanish audience will all of a sudden hear a
6 news talk station out of Boston, which does nothing to reach
7 the Hispanic community at all.

8 And on a local level I think you find a lot of
9 your -- especially the minority format stations are going to
10 be not the big 100,000 watt FM stations that run 24 hours a
11 day, but more of the smaller stations either at low wattage
12 or licensed sunrise, sunset.

13 So just the question that I see you need to
14 consider is a way to reach the minorities with those
15 changes. Thank you.

16 REVEREND KING: Chairman Powell, we want to
17 welcome you from the city of Rock Hill and the County of
18 York and the State of South Carolina. On your next time
19 around I want you to know you can come to Rock Hill. We are
20 the All American city inclusive. And by the way, if you
21 don't mind, I'll tell you that I'm praying for you.

22 To you, the Commissioners, and to the panelists,
23 as well as those who are here now, my name is Reverend
24 Ronald A. King. I am the founder and director of the Feed
25 the Hungry Program for North and South Carolina.

1 I represent Christians To Feed the Hungry; this is
2 a grassroots, self-help organization. Our responsibility is
3 basic; we serve our community and we see no problem in that.
4 There is a fine line between North and South Carolina and
5 it doesn't stop at the 90 mile marker. The problems are on
6 both sides of the line and we tend to cooperate. We tend to
7 be inclusive and not exclusive.

8 What I'm saying to you now is that WRHI-AM, WRHM-
9 FM stations have provided a special service to its
10 communities. It has given opportunities to people such as I
11 and others who are in the same position to serve our
12 communities unrestricted. That is inclusive to the
13 Oriental, Hispanic, Islam, Jewish communities, as well as
14 the Afro-American community.

15 I have been at this since November the 12th, 1976.
16 We are well known in what we do. We started WRHI-AM and
17 WRHM-FM stations and from that we've grown to the Charlotte
18 market, Power 98, the PEGs, believe it or not, to President
19 Jimmy Carter. We've been acknowledged by President Bill
20 Clinton and also President George Bush.

21 Our efforts are complete. All we're trying to say
22 is that more stations like WRHI should be allowed to
23 continue in their endeavor. They need to do the job that
24 they do.

25 And one other thing is that we rely on our station

1 for our local city council information and delegation and
2 our up-to-date information. Our local radio stations are
3 well known and we want to say that we thank you for coming.

4 We want you to continue to come and to examine these issues
5 because there are many.

6 And these people who are here now have a complete
7 effort. Those from the bicycles to special interest groups,
8 even to those who own these stations, let them know that we
9 who are on the bottom rung of the ladder need that
10 opportunity to get to you. We thank you.

11 AUDIENCE PARTICIPANT: Good evening, Commissioners
12 and thank you for the opportunity to address the panel
13 tonight. I'm here to talk about radio. I think the radio
14 serves American's communities best when it was part of the
15 community. The keys were local talent, local programming,
16 interactivity with listeners.

17 When DJs and the program directors programmed
18 stations, local bands would get air play, listeners would
19 respond strongly, the buzz would spread, and a hit would be
20 made; songs were competing based on popularity and quality.

21 Contrast that to the current system. We're in a
22 play/listener program nationally, spots in a play/listener
23 program are auctioned off to the highest bidder.

24 And, Commissioner Adelstein, I could E-mail you
25 tons of newspaper reports describing the system of

1 independent promotion. We've moved from a diversity of
2 music to a monotony of music spanned across multiple markets
3 in tune to the lowest common denominator.

4 Whether a song stays in rotation in my market
5 depends on how it tests out on a fifteen-second sound byte
6 on a phone poll in New York or Los Angeles. We have a local
7 audience listening to the radio, but radio stopped listening
8 to its local audiences long ago.

9 We must also mourn the tremendous loss of talent
10 in the industry the last few years. Very quietly and very
11 quickly, most local DJs in smaller markets are fired. DJ's
12 in larger markets were then paid a nominal fee to voice
13 track shows for the empty studios. They have marginalized
14 pretty much the whole industry.

15 Tens of thousands of DJs have lost their job
16 practically within a six month to a year period across the
17 country. It didn't end there. Record station managers,
18 news staff, promotion staff have all been laid off. At the
19 end of the day, the remaining staff puts the station on auto
20 pilot and turns off the lights and the signal is cut by
21 fifty percent. Even the signal's a casualty. The computer
22 system running the station is called profit.

23 All of this was made not possible by deregulation,
24 but made inevitable by deregulation. I urge you to return
25 radio back to the people. Thank you.

1 MS. SCIENSKI: Good evening. My name is Gloria
2 Scieniski and I'm the executive director of the Make A Wish
3 Foundation of central and western North Carolina. We
4 basically cover half the state, and I'm here for two reasons
5 tonight.

6 First I'd like to thank Magic 96.1, WWMG and Clear
7 Channel for all they do for our community, both for adults
8 and children, but especially for sick kids in our community.

9 Second I'm here to tell you that from a local
10 perspective, broadcasting and localism is alive and well
11 thanks to Magic and Clear Channel. Our organization has a
12 great working relationship with our local radio station,
13 Magic 96.1.

14 We would like to thank WWMG, Magic 96.1 for
15 helping us to accomplish our mission. They sponsor the Make
16 A Wish Wednesdays for four consecutive weeks during November
17 for two consecutive years, and have raised over \$300,000 to
18 help local sick children. This money paid for more than
19 sixty wishes for children right here in our own community.

20 Additionally I'd like to thank them for opening up
21 their studio and sharing in the power of the Wish.
22 Children, their families, health care providers, volunteers
23 and donors, joined the radio talent to tell Wish stories and
24 raise money to fund additional missions.

25 Each member of the Magic Clear Channel team

1 extended their efforts far beyond anything we at Make A Wish
2 imagined. Magic and Clear Channel is definitely committed
3 to the children in our community and to our community. Not
4 to sound too hokey, but Magic makes magic for our kids.
5 Thank you.

6 MS. PERFEDA: I'm Karen Perfeda (phonetic), vice
7 president of radiothon for Children's Miracle Network. Our
8 organization was founded in 1983 in hopes to raise funds and
9 awareness for 170 of the premiere hospitals treating
10 children in the U.S. and Canada.

11 While our organization is not political, we'd be
12 remiss if we did not share the story of radio's local
13 efforts on behalf of our hospitals.

14 Six years ago we began our radiothon efforts under
15 the leadership of Bob Lynn, a former executive with Capitol
16 Broadcasting. As we began to call on stations across the
17 country, one of the top factors in getting a station's
18 agreement to host a three to four-day event was that all
19 money raised would stay in their local markets.

20 Thanks to underwriting at Forresters, an
21 international financial organization, we were able to offer
22 national support to this program which benefits the
23 stations, local hospitals and the children they treat.

24 In just six years 200 stations have joined our
25 efforts and this year we'll raise \$30 million for their

1 hospitals. Our stations represent every major ownership
2 group as well as many smaller companies, and not one of
3 these stations charges for their time.

4 Mr. Goodman of Capitol Broadcasting has WRAL which
5 just did their tenth event for us and in four days raised
6 \$900,000 for Duke Children's Hospital. Last year 60 Clear
7 Channel stations participated giving more than 3,000 hours
8 of time and raising \$6.6 million.

9 We found stations eager to be an active part of
10 their community, taking their commitment beyond the airwaves
11 to include a variety of fundraising events and activities
12 within the local Children's Miracle Network hospitals.

13 Thank you for giving us this opportunity to tell
14 our story and also to thank our stations for helping better
15 the lives of children.

16 MR. WALKER: Mr. Chairman, Committee members,
17 thank you for holding this forum and welcome to Charlotte.
18 My name is Bucky Walker. I am the chairman of the board of
19 governors for the Shrine Bowl of the Carolinas. We're an
20 organization representing 22,000 Shriners of the two
21 Carolinas. Our philanthropy raises money to support 22
22 hospitals throughout the U.S., Canada and Mexico. Last year
23 on active role we had 188,000 little heros that we treated.

24 I must quickly elaborate a little bit on who I am
25 and what I represent to give you a backdrop as to why WRHI

1 is so very important and critical to us.

2 For the operating year '03 we have a \$605 million
3 operating budget. Extract 25 million for research and
4 development, the balance -- I'm sorry. 92 percent of that
5 balance goes to the daily operation of the hospitals. We
6 only have eight percent that goes into administrative ends.

7 We accept no third-party monies, no government, no
8 insurance, and certainly no family pays. Well, then, how do
9 we get all this money? We're talking about \$1,600,000 a
10 day. Well, we get it from people like Alan Elliott and
11 Manny Kimbell.

12 Let me give you an example. We've been down there
13 in Rock Hill now for three years, and quickly they have
14 probably raised for us in excess of \$60,000. They've given
15 freely of their time. We must spend at least from July
16 through December roughly twenty hours on the air, and to
17 boot that, they -- let me quickly summarize and say that
18 sometimes I think they're just like the Shriner
19 organization. They give so much I believe they're a
20 nonprofit organization, not solely focused on the money that
21 I've heard so much here tonight.

22 If you want your records on the air, call these
23 men over here. They'll get it.

24 MS. MERRITT: I'll do it.

25 MR. WALKER: Thank you, Mr. Chairman.

1 AUDIENCE PARTICIPANT: Good evening, Mr. Chairman
2 and Commissioners and panelists. I'm Paige Throop
3 (phonetic), and I'm the director for the Children's Miracle
4 Network locally here at Children's Hospital at Carolina's
5 Medical Center. And I want to talk about one issue that's
6 been brought out, Chairman Powell, in your opening remarks
7 were we want to find out how these stations and broadcasters
8 are responsive to the needs of the community.

9 And I just want to say it goes beyond the legal
10 obligation, I want to share with you some examples that it's
11 truly a personal commitment to our community.

12 Lite 102.9 is a Clear Channel station here in
13 Charlotte, and for the past three years they have broken
14 their format and given us four days of airtime to tell our
15 story and the story of tens of thousands of children served
16 in our community at the Children's Hospital at Carolina's
17 Medical Center.

18 And we're so proud to say a hundred percent of
19 that money stays right here, and also to let you all know,
20 they have raised \$900,000 in the last three years and are
21 looking forward to a great fourth year in December.

22 But these efforts are just not for those four
23 days. The entire station is behind the children of
24 Charlotte and our area, and we truly serve children from
25 across the region. We serve children -- we had 6700

1 children served at our hospital on an in-patient basis last
2 year, about 100,000 on an out-patient basis, and 74 out of
3 100 North Carolina counties children were served; and 33 out
4 of 40 South Carolina stations.

5 And truly the station really embraces this effort
6 to help children that are babies who weigh less than a pound
7 to children up to 18 years old.

8 Also I just want to say that the hosts, Tony and
9 Jen, they have shared throughout the year the stories of
10 these children and really it's a personal commitment. And
11 our localism is not just on the radio, but we have great
12 partners with WCMC, which is NBC-6 and a few other stations
13 here in Charlotte.

14 They've been our wonderful partner for the last
15 six years, and their commitment is just not for that one day
16 for our celebration broadcast. They support us with PSAs,
17 covering grassroots efforts events throughout the year,

18 So our \$2.2 million we raise, we raise one dollar
19 at a time. We couldn't do it without the great work of
20 those two people that I mentioned, and when I look around
21 this room I see great people at WSOC-FM and many other radio
22 stations that have helped us with PSAs and community service
23 efforts throughout the year and we hope it will continue.
24 Thank you so much.

25 MR. BELL: I'm Frank Bell; I'm the director of the

1 YMCA in Rock Hill, South Carolina. And I'd like for you to
2 know that I consider local ownership of radio stations
3 crucial, and in Rock Hill, South Carolina we have that.

4 We have two wonderful owners that care about the
5 community, Alan Miller, one of the owners. I go to church
6 with Alan. We've been on several committees together in the
7 community. Our annual Come See Me Festivals, I help Alan
8 with high school football, and we're one of the few stations
9 around that still cover high school football on Friday
10 nights.

11 We do an Easter egg hunt together each year with
12 hiding 75,000 Easter eggs for 5 to 10,000 kids, and believe
13 me, I wouldn't do it without Alan's encouragement. It's not
14 exactly a fun day. We also have Manny Kimbell; Manny's on
15 the YMCA's board of directors and he puts in countless time
16 at the Y. He's chaired our campaign, capital campaign,
17 that's just raised \$7 million to help build two new YMCA's,
18 and we consider Manny and Alan an important part of our
19 community.

20 In addition to the local news, and they do a great
21 job with that, the emergencies have to be mentioned. They
22 don't happen often, but when they do, the radio, the local
23 radio is the only source for gathering news.

24 At the YMCA we have a child care program with more
25 than 400 kids in the program, and in the South when you have

1 a snow or an ice storm it's often in the middle of the night
2 and you don't know if school's on or off, whether the kids
3 should go to school, whether the Y is open. They're the
4 guys that I call and I could call them at home if I need to
5 to make sure that local news is gathered during this crisis
6 for many families when they're trying to decide what to do
7 with their children.

8 In addition to that, when Hurricane Hugo came
9 through a few years back, and that was a big deal, all TV
10 stations went out and a lot of radio stations went out and
11 they managed to pull themselves together. And a week or so
12 after the storm had hit, when people were still needing a
13 hot shower, the YMCA called and they knew because of the
14 local radios. And after a week or so, I'm sure that's more
15 than an emergency.

16 In addition, I have to mention, a lot of times
17 local news can be a more important gatherer of national
18 news, and we also had an opportunity to do that. We had a
19 bus stolen that ended up in Honduras, and the local radio
20 station made sure that the world found out about it. Paul
21 Harvey picked up on it, the BBC picked up on it, all because
22 the local radio, they did the story.

23 And yes, we did get it back a year and two days
24 later on a banana boat to Fort Lauderdale, Florida straight
25 from Honduras.